



Cable & Satellite Advertising Proposal

COMCAST
SPOTLIGHT

Option 1 Option 2
\$10k per month \$20k per month

System	# of Spots	# of Spots
Portland Interconnect	400	850
Dish Network	400	700
DirecTV	400	700
Eugene Interconnect	400	850
Avg Monthly HH reached	2,500,000	5,200,000

Month	Sept	Oct	Jan	Feb
Budget	10,000	10,000	10,000	10,000

- Client will receive 100 sponsorship ads promoting "Deadliest Catch: Dungeoness Cove"
- Client will receive 50 bonus spots in both the Portland and Eugene DMA's
- Client will receive 50,000 InStream Video impressions in the Portland DMA each month
- Client will receive spots in targeted outdoor programming (varies by month)
- Schedule to run on networks specified on "Oregon Demo & Lifestyle Targeting" slide

Signature: Jeff Smith ACM Date: 7.26.16